

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 31, 2012

### CONFIDENCE IN NH ECONOMY UNCHANGED

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603/862-2226

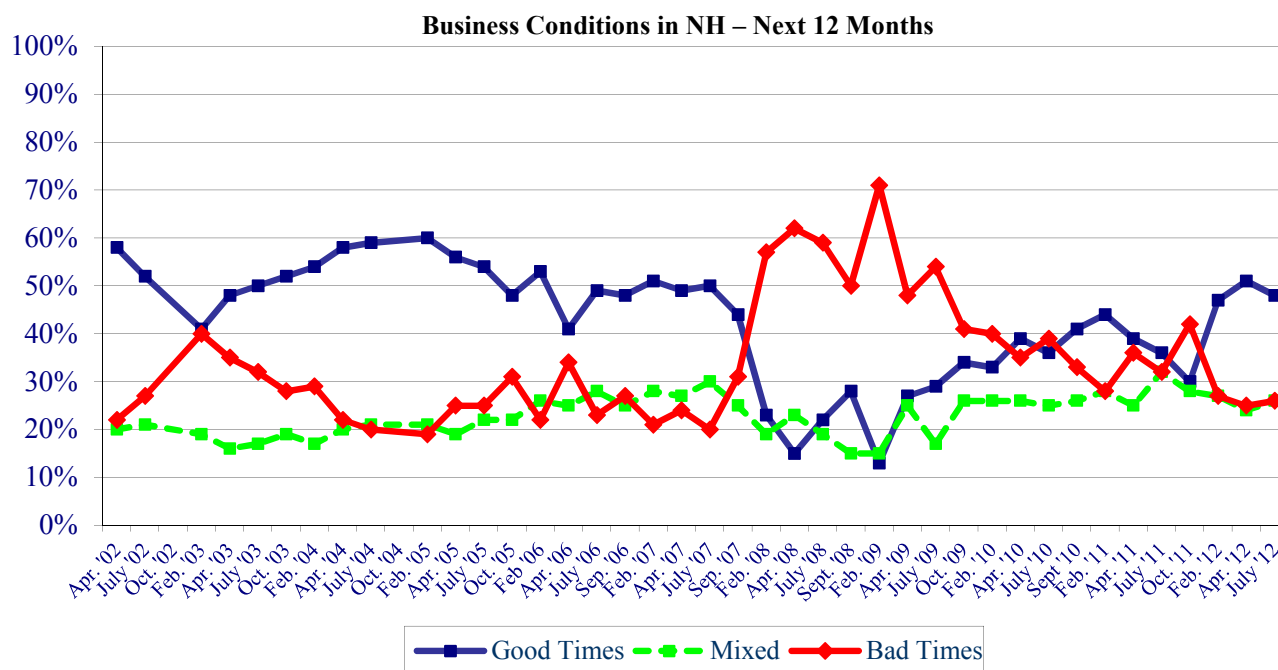
DURHAM, NH – After showing signs of improvement in recent months, New Hampshire’s views over the direction of the national and state economy have stalled. Views about their own families are somewhat more positive.

These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,\* conducted by the University of New Hampshire Survey Center. Five hundred twenty-one (521) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 5 and July 15, 2012. The margin of sampling error for the survey is +/- 4.3 percent.

### N.H. Business Conditions

After improving for three straight quarters, perceptions that the New Hampshire economy will improve have stalled. When asked how New Hampshire businesses will do over the next year, 48% of Granite Staters think local business will enjoy good times financially, 26% think they will experience bad times, and 26% anticipate mixed conditions. While there is no sign of improvement, these figures are consistent with views prior to the 2008 recession.

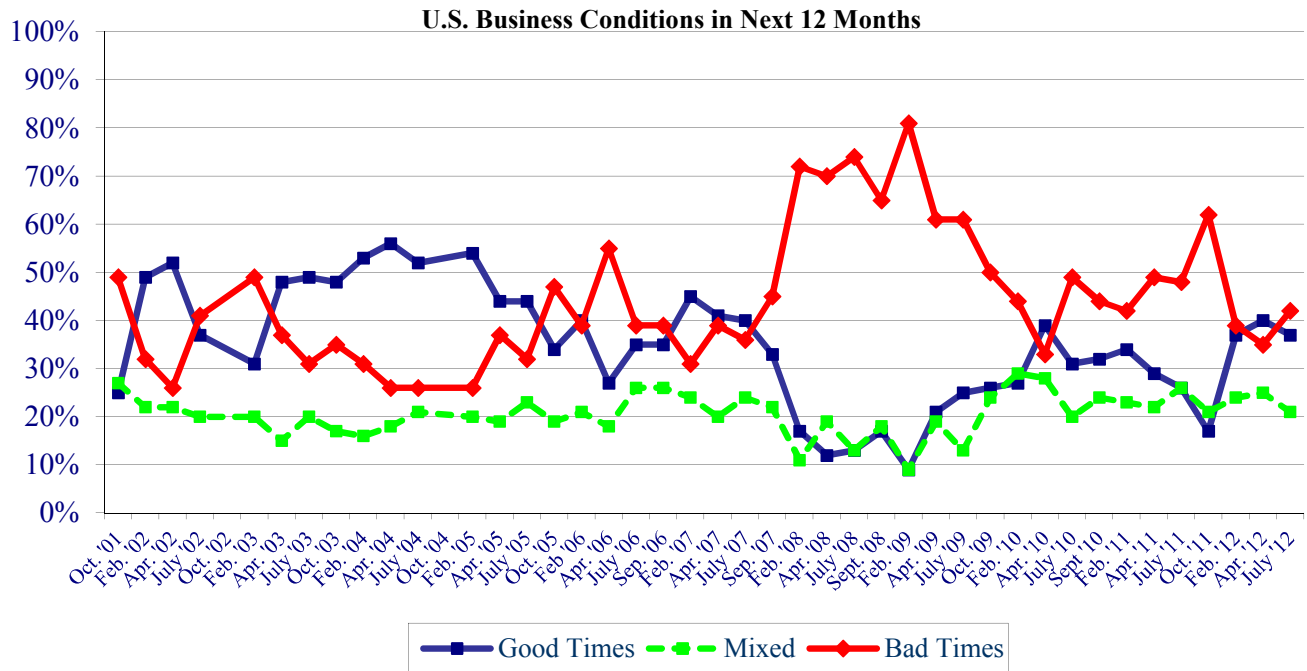
“The good news is that almost half of Granite Staters think business will improve in the next 12 months and we hope that number will continue to grow,” said BIA President Jim Roche. “It’s likely that Granite Staters are adopting a wait-and-see approach because of the impending fall elections and unfolding economic conditions in Europe. Regardless of what the number is, supporting New Hampshire businesses and implementing policies that foster growth and expansion can only help.”



\* We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

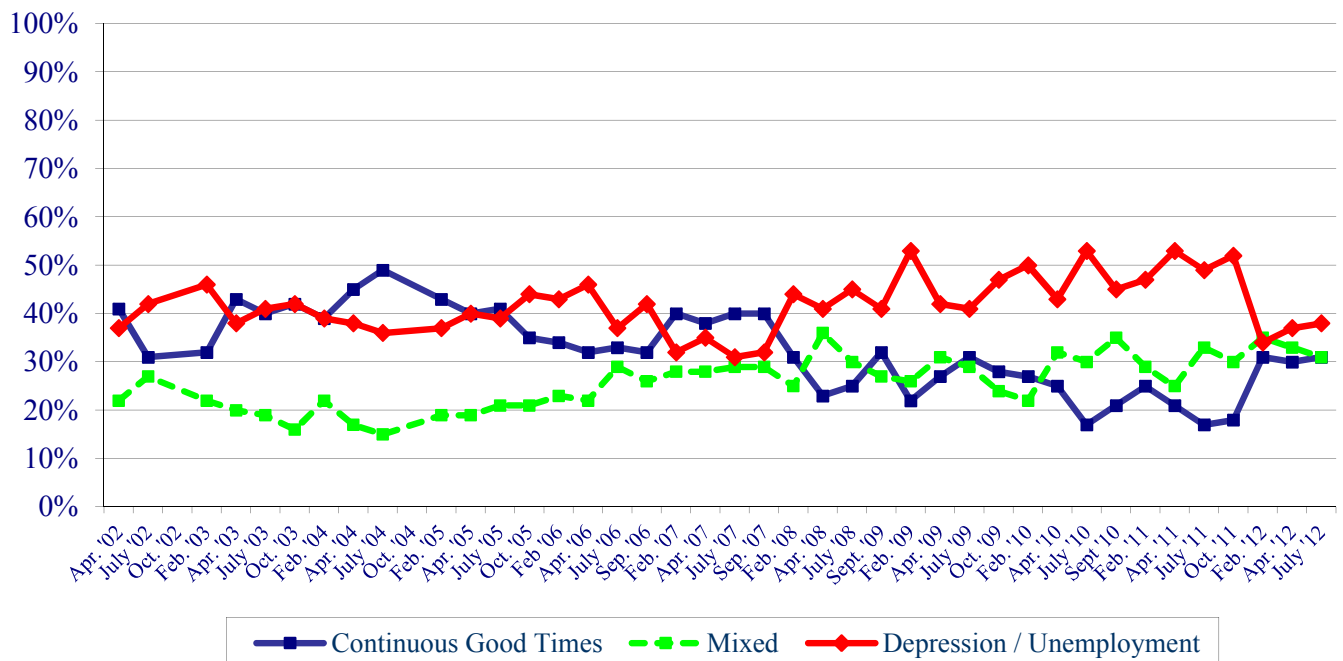
## U.S. Business Conditions

Similarly, expectations that the U.S. economy will improve in the next year have stalled. Currently, 37% of New Hampshire adults think that business in the country as a whole are in for good times financially over the next 12 months, 42% think businesses will have bad times, and 21% think conditions will be mixed.



Beliefs about the long-term prospects about the U.S economy remain somewhat pessimistic. In the most recent Granite State Poll, 31% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 38% expect periods of widespread unemployment and depression, and 31% see a mix of good and bad conditions. Despite having a negative outlook about long-term economic growth, current expectations are significant improvements over the years from 2008 to 2011.

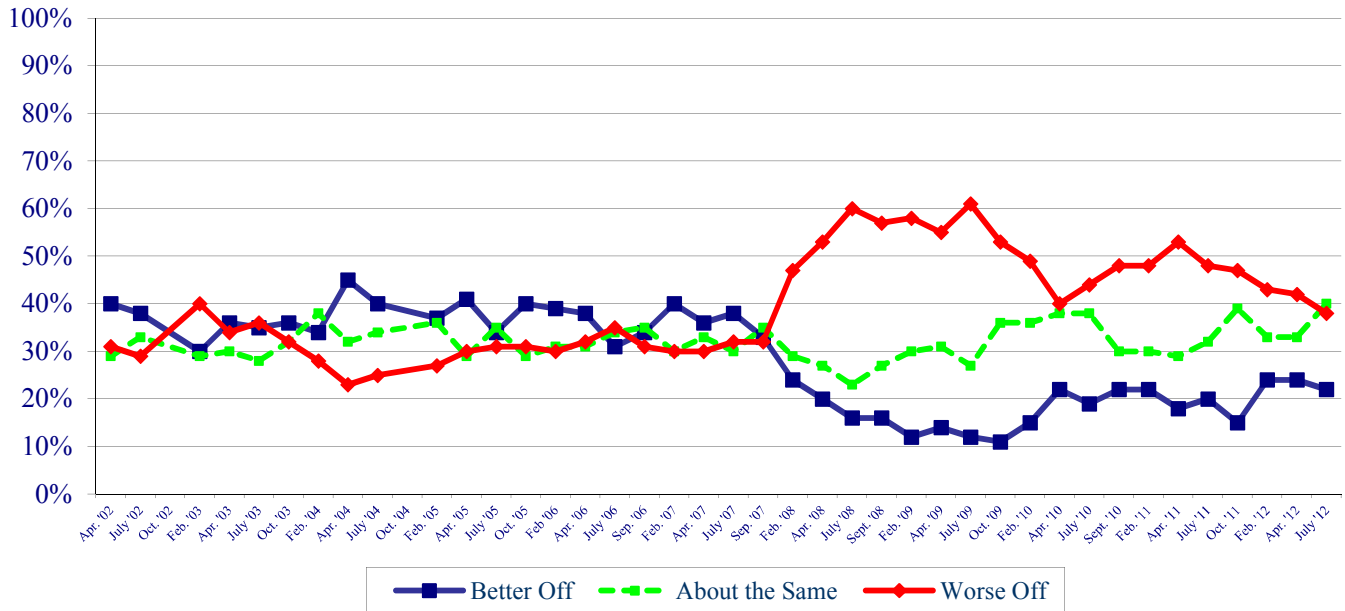
## U.S. 5 Year Economic Outlook



## Personal Financial Conditions

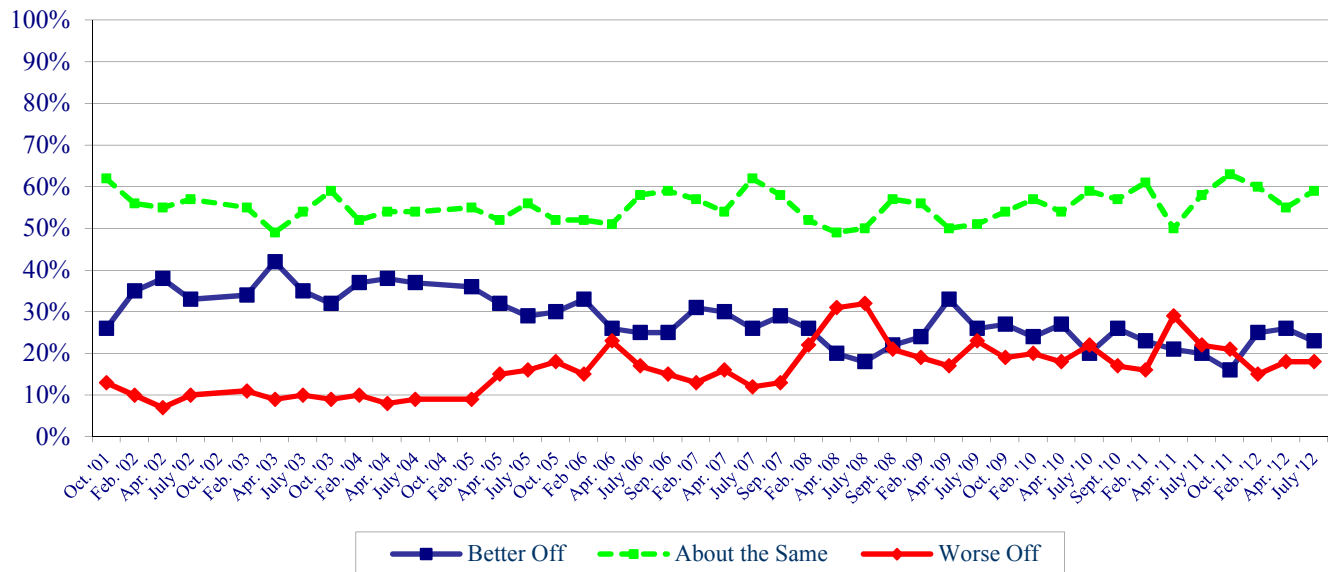
When asked about their personal finances, more New Hampshire adults still think they are worse than think they are better off now compared to a year ago. When asked about their household's financial condition, only 22% of New Hampshire adults say they are better off now than they were a year ago, 38% say they are worse off, and 40% say things are about the same.

**Household Financial Condition – Compared to 1 Year Ago**



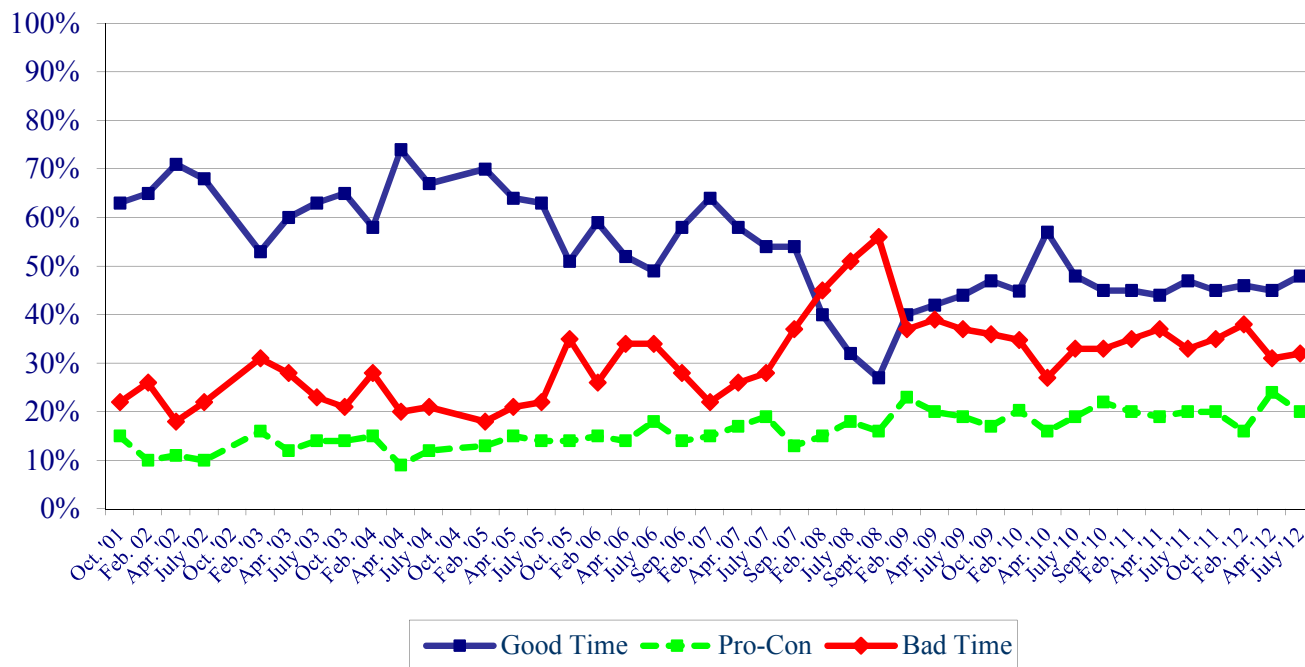
Looking forward, more than half of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 23% think their family will be better off financially a year from now, 18% think they will be worse off and 59% think their families will be about the same.

**Household Financial Condition – 12 Months from Now**



New Hampshire adults continue to think that now is a good time to purchase major household items. Currently, 48% of New Hampshire residents think now is a good time to buy major household items, 32% think it is a bad time, and 20% think it depends on a person's finances.

### Good Time to Buy Major Household Item?



### Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents. Democrats and liberals are consistently more optimistic about the economy than are Republicans and conservatives. A troubling sign for the President's reelection campaign is that political independents are more as pessimistic as Republicans about the future of the New Hampshire and U.S. economy.

### Granite State Poll Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Five hundred twenty-one (521) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 5 and July 15, 2012. The margin of sampling error for the survey is +/- 4.3 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

### Business Conditions in New Hampshire in 12 Months

"Turning to business conditions in the New Hampshire as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
July '12	48%	26%	26%	(456)
Apr. '12	51%	24%	25%	(488)
Feb. '12	47%	27%	27%	(484)
Oct. '11	30%	28%	42%	(498)
July '11	36%	32%	32%	(469)
Apr. '11	39%	25%	36%	(478)
Feb. '11	44%	28%	28%	(481)
Sept. '10	41%	26%	33%	(475)
July '10	36%	25%	39%	(458)
Apr. '10	39%	26%	35%	(473)
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	24%	(458)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19 %	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

### Business Conditions in U.S. in 12 Months

"Turning to business conditions in the country as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
July '12	37%	21%	42%	(464)
Apr. '12	40%	25%	35%	(492)
Feb. '12	37%	24%	39%	(493)
Oct. '11	17%	21%	62%	(517)
July '11	26%	26%	48%	(490)
Apr. '11	29%	22%	49%	(483)
Feb. '11	34%	23%	42%	(495)
Sept. '10	32%	24%	44%	(479)
July '10	31%	20%	49%	(473)
Apr. '10	39%	28%	33%	(483)
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

## 5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous GOOD TIMES during the next FIVE YEARS or so, or that we will have periods of WIDESPREAD UNEMPLOYMENT or DEPRESSION, or what?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
July '12	31%	31%	38%	(453)
Apr. '12	30%	33%	37%	(465)
Feb. '12	31%	35%	34%	(479)
Oct. '11	18%	30%	52%	(515)
July '11	17%	33%	49%	(484)
Apr. '11	21%	25%	53%	(479)
Feb. '11	25%	29%	47%	(482)
Sept. '10	21%	35%	45%	(486)
July '10	17%	30%	53%	(477)
Apr. '10	25%	32%	43%	(472)
Feb. '10	27%	22%	50%	(472)
Oct. '09	28%	24%	47%	(463)
July '09	31%	29%	41%	(538)
Apr. '09	27%	31%	42%	(479)
Feb. '09	22%	26%	53%	(590)
Sept. '08	32%	27%	41%	(484)
July '08	25%	30%	45%	(485)
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sept. '07	40%	29%	32%	(443)
July '07	40%	29%	31%	(432)
Apr. '07	38%	28%	35%	(472)
Feb. '07	40%	28%	32%	(478)
Sept. '06	32%	26%	42%	(473)
July '06	33%	29%	37%	(447)
Apr. '06	32%	22%	46%	(471)
Feb. '06	34%	23%	43%	(444)
Oct. '05	35%	21%	44%	(460)
July '05	41%	21%	39%	(461)
Apr. '05	40%	19%	40%	(455)
Feb. '05	43%	19%	37%	(497)
July '04	49%	15%	36%	(431)
Apr. '04	45%	17%	38%	(467)
Feb. '04	39%	22%	39%	(454)
Oct. '03	42%	16%	42%	(457)
June '03	40%	19%	41%	(479)
Apr. '03	43%	20%	38%	(470)
Feb. '03	32%	22%	46%	(607)
June '02	31%	27%	42%	(603)
Apr. '02	41%	22%	37%	(463)

### Household Financial Condition Compared to 12 Months Ago

"We are interested in how people are getting along financially these days. Would you say that you and your family living there are BETTER OFF or WORSE OFF financially than you were a year ago?"

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
July '12	22%	40%	38%	(516)
Apr. '12	24%	33%	42%	(533)
Feb. '12	24%	33%	43%	(518)
Oct. '11	15%	39%	47%	(553)
July '11	20%	32%	48%	(509)
Apr. '11	18%	29%	53%	(502)
Feb. '11	22%	30%	48%	(518)
Sept. '10	19%	37%	44%	(510)
July '10	19%	38%	44%	(497)
Apr. '10	22%	38%	40%	(505)
Feb. '10	15%	36%	49%	(497)
Oct. '09	11%	36%	53%	(499)
July '09	12%	27%	61%	(550)
Apr. '09	14%	31%	55%	(502)
Feb. '09	12%	30%	58%	(615)
Sept. '08	16%	27%	57%	(543)
July '08	16%	23%	60%	(517)
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sept. '07	33%	35%	32%	(498)
July '07	38%	30%	32%	(514)
Apr. '07	36%	33%	30%	(507)
Feb. '07	40%	30%	30%	(531)
Sept. '06	34%	35%	31%	(508)
July '06	31%	34%	35%	(504)
Apr. '06	38%	31%	32%	(500)
Feb. '06	39%	31%	30%	(492)
Oct. '05	40%	29%	31%	(503)
July '05	34%	35%	31%	(500)
Apr. '05	41%	29%	30%	(493)
Feb. '05	37%	36%	27%	(537)
July '04	40%	34%	25%	(495)
Apr. '04	45%	32%	23%	(538)
Feb. '04	34%	38%	28%	(503)
Oct. '03	36 %	32 %	32%	(496)
June '03	35%	28%	36%	(514)
Apr. '03	36%	30%	34%	(504)
Feb. '03	30%	29%	40%	(647)
June '02	38%	33%	29%	(650)
Apr. '02	40%	29%	31%	(507)



### Household Financial Condition 12 Months from Now

“Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?”

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
July '12	23%	18%	59%	(473)
Apr. '12	26%	18%	55%	(493)
Feb. '12	25%	15%	60%	(486)
Oct. '11	16%	63%	21%	(532)
July '11	20%	58%	22%	(499)
Apr. '11	21%	50%	29%	(484)
Feb. '11	23%	61%	16%	(500)
Sept. '10	26%	57%	17%	(497)
July '10	20%	59%	22%	(487)
Apr. '10	27%	54%	18%	(492)
Feb. '10	24%	57%	20%	(473)
Oct. '09	27%	54%	19%	(482)
July '09	26%	51%	23%	(531)
Apr. '09	33%	50%	17%	(483)
Feb. '09	24%	56%	19%	(568)
Sept. '08	22%	57%	21%	(486)
July '08	18%	50%	32%	(483)
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sept. '07	29%	58%	13%	(489)
July '07	26%	62%	12%	(442)
Apr. '07	30%	54%	16%	(492)
Feb. '07	31%	57%	13%	(515)
Sept. '06	25%	59%	15%	(495)
July '06	25%	58%	17%	(484)
Apr. '06	26%	51%	23%	(492)
Feb. '06	33%	52%	15%	(488)
Oct. '05	30%	52%	18%	(481)
July '05	29%	56%	16%	(489)
Apr. '05	32%	52%	15%	(485)
Feb. '05	36%	55%	9%	(524)
July '04	37%	54%	9%	(477)
Apr. '04	38%	54%	8%	(509)
Feb. '04	37%	52%	10%	(488)
Oct. '03	32%	59%	9%	(486)
June '03	35%	54%	10%	(501)
Apr. '03	42%	49%	9%	(489)
Feb. '03	34%	55%	11%	(622)
June '02	33%	57%	10%	(625)
Apr. '02	38%	55%	7%	(479)
Feb. '02	35%	56%	10%	(305)
Oct. '01	26%	62%	13%	(500)

### Good Time to Buy Major Household Item

“Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?”

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
July '12	48%	20%	32%	(468)
Apr. '12	45%	24%	31%	(503)
Feb. '12	46%	16%	38%	(487)
July '11	47%	20%	33%	(479)
Apr. '11	44%	19%	37%	(475)
Feb. '11	45%	20%	35%	(478)
Sept. '10	45%	22%	33%	(491)
July '10	48%	19%	33%	(469)
Apr. '10	57%	16%	27%	(471)
Feb. '10	45%	20%	35%	(469)
Oct. '09	47%	17%	36%	(472)
July '09	44%	19%	37%	(548)
Apr. '09	42%	20%	39%	(491)
Feb. '09	40%	23%	37%	(591)
Sept. '08	27%	16%	56%	(495)
July '08	32%	18%	51%	(487)
Apr. '08	28%	16%	56%	(465)
Feb. '08	40%	15%	45%	(517)
Sept. '07	50%	13%	37%	(433)
July '07	54%	19%	28%	(430)
Apr. '07	58%	17%	26%	(458)
Feb. '07	64%	15%	22%	(488)
Sept. '06	58%	14%	28%	(452)
July '06	49%	18%	34%	(453)
Apr. '06	52%	14%	34%	(448)
Feb. '06	59%	15%	26%	(442)
Oct. '05	51%	14%	35%	(456)
July '05	63%	14%	22%	(441)
Apr. '05	64%	15%	21%	(446)
Feb. '05	70%	13%	18%	(478)
July '04	67%	12%	21%	(456)
Apr. '04	71%	9%	20%	(487)
Feb. '04	58%	15%	28%	(462)
Oct. '03	65%	14%	21%	(468)
June '03	63%	14%	23%	(475)
Apr. '03	60%	12%	28%	(487)
Feb. '03	53%	16%	31%	(600)
June '02	68%	10%	22%	(613)
Apr. '02	71%	11%	18%	(480)
Feb. '02	65%	10%	26%	(298)
Oct. '01	63%	15%	22%	(506)

# Household Financial Condition Compared to 12 Months Ago

	<u>Better Off</u> 22%	<u>About the Same</u> 40%	<u>Worse Off</u> 38%	<u>(N)</u> 516
<b>STATEWIDE</b>				
Democrat	33%	49%	18%	212
Independent	17%	32%	50%	83
Republican	13%	35%	52%	210
Liberal	32%	46%	22%	111
Moderate	27%	43%	30%	189
Conservative	8%	34%	58%	179
Support Tea Party	8%	32%	60%	137
Neutral	22%	38%	40%	158
Oppose Tea Party	32%	47%	21%	185
McCain/Palin Voter	11%	33%	56%	192
Obama/Biden Voter	31%	49%	20%	230
Other	7%	33%	60%	15
Did Not Vote in 2008	30%	30%	40%	59
Union household	23%	44%	33%	67
Non union	22%	39%	38%	435
Read Union Leader	18%	33%	49%	131
Read Boston Globe	30%	44%	27%	63
Watch WMUR	21%	36%	43%	310
Listen to NHPR	27%	47%	26%	151
10 yrs. or less in NH	26%	35%	39%	86
11 to 20 years	25%	43%	31%	100
More than 20 years	20%	40%	39%	316
18 to 34	44%	33%	22%	85
35 to 49	29%	31%	40%	96
50 to 64	23%	37%	41%	172
65 and over	5%	54%	41%	149
Male	25%	39%	36%	259
Female	18%	41%	40%	257
High school or less	23%	33%	43%	124
Some college	18%	38%	44%	107
College graduate	22%	43%	35%	170
Post graduate	24%	43%	32%	106
Less than \$30K	16%	39%	46%	62
\$30K to \$60K	24%	26%	50%	76
\$60K to \$75K	24%	47%	29%	44
\$75K to \$100K	31%	33%	36%	51
\$100K or more	31%	44%	26%	111
Attend services 1 or more/week	11%	45%	44%	123
1 2 times a month	19%	40%	41%	49
Less often	24%	38%	38%	142
Never	29%	38%	33%	188
North Country	12%	56%	31%	38
Central / Lakes	24%	31%	45%	88
Connecticut Valley	21%	49%	30%	84
Mass Border	20%	37%	43%	139
Seacoast	23%	39%	38%	92
Manchester Area	27%	40%	34%	75
First Cong. Dist.	21%	40%	39%	261
Second Cong. Dist.	23%	40%	37%	248

# HH Financial Condition 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	23%	18%	59%	473
Democrat	29%	7%	64%	200
Independent	22%	26%	52%	76
Republican	16%	26%	58%	185
Liberal	27%	7%	66%	106
Moderate	27%	14%	59%	175
Conservative	15%	28%	57%	159
Support Tea Party	13%	33%	54%	115
Neutral	20%	17%	63%	148
Oppose Tea Party	31%	9%	60%	177
McCain/Palin Voter	12%	29%	59%	164
Obama/Biden Voter	30%	8%	62%	221
Other	8%	43%	49%	13
Did Not Vote in 2008	26%	14%	60%	57
Union household	14%	19%	67%	59
Non union	25%	17%	58%	403
Read Union Leader	18%	22%	59%	119
Read Boston Globe	34%	15%	51%	60
Watch WMUR	25%	19%	56%	280
Listen to NHPR	29%	12%	60%	142
10 yrs. or less in NH	33%	14%	54%	76
11 to 20 years	24%	13%	63%	92
More than 20 years	21%	20%	60%	292
18 to 34	28%	10%	63%	84
35 to 49	31%	15%	54%	88
50 to 64	23%	19%	58%	155
65 and over	15%	23%	62%	135
Male	26%	22%	52%	235
Female	20%	14%	66%	238
High school or less	18%	20%	62%	112
Some college	22%	14%	64%	102
College graduate	24%	20%	56%	157
Post graduate	27%	15%	57%	94
Less than \$30K	23%	21%	56%	58
\$30K to \$60K	22%	16%	62%	73
\$60K to \$75K	23%	17%	60%	39
\$75K to \$100K	32%	17%	51%	47
\$100K or more	31%	13%	56%	104
Attend services 1 or more/week	17%	19%	64%	109
1 2 times a month	18%	13%	69%	44
Less often	23%	18%	60%	130
Never	29%	17%	54%	176
North Country	23%	15%	62%	37
Central / Lakes	26%	25%	49%	81
Connecticut Valley	22%	12%	65%	73
Mass Border	21%	16%	63%	129
Seacoast	28%	21%	52%	89
Manchester Area	18%	16%	66%	64
First Cong. Dist.	24%	21%	55%	240
Second Cong. Dist.	21%	15%	64%	226

# Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	48%	26%	26%	456
Democrat	63%	24%	14%	186
Independent	38%	30%	32%	75
Republican	38%	28%	34%	187
Liberal	65%	16%	19%	96
Moderate	49%	36%	15%	163
Conservative	36%	26%	38%	164
Support Tea Party	27%	28%	45%	122
Neutral	46%	30%	23%	141
Oppose Tea Party	64%	21%	15%	163
McCain/Palin Voter	37%	28%	35%	175
Obama/Biden Voter	62%	27%	11%	197
Other	11%	18%	70%	15
Did Not Vote in 2008	43%	27%	31%	48
Union household	38%	38%	23%	61
Non union	50%	25%	25%	383
Read Union Leader	49%	28%	23%	120
Read Boston Globe	48%	37%	15%	61
Watch WMUR	51%	26%	22%	271
Listen to NHPR	60%	28%	12%	133
10 yrs. or less in NH	46%	23%	31%	68
11 to 20 years	51%	20%	29%	87
More than 20 years	47%	30%	23%	292
18 to 34	70%	17%	13%	76
35 to 49	35%	38%	27%	88
50 to 64	47%	22%	31%	153
65 and over	44%	30%	25%	132
Male	48%	27%	25%	234
Female	48%	26%	27%	222
High school or less	51%	20%	29%	111
Some college	37%	35%	28%	92
College graduate	46%	31%	24%	150
Post graduate	58%	20%	22%	95
Less than \$30K	53%	21%	27%	53
\$30K to \$60K	40%	37%	23%	70
\$60K to \$75K	59%	21%	20%	40
\$75K to \$100K	44%	33%	23%	47
\$100K or more	51%	21%	28%	100
Attend services 1 or more/week	38%	28%	34%	113
1 2 times a month	29%	36%	34%	36
Less often	55%	24%	21%	128
Never	53%	25%	21%	167
North Country	41%	29%	30%	33
Central / Lakes	47%	21%	32%	83
Connecticut Valley	53%	20%	27%	69
Mass Border	40%	31%	29%	126
Seacoast	53%	25%	22%	80
Manchester Area	55%	33%	12%	65
First Cong. Dist.	49%	27%	24%	231
Second Cong. Dist.	47%	25%	28%	219

# **Business Conditions in US in 12 Months**

<b>STATEWIDE</b>	<b><u>Good Times</u></b> <b>37%</b>	<b><u>Mixed</u></b> <b>21%</b>	<b><u>Bad Times</u></b> <b>42%</b>	<b><u>(N)</u></b> <b>464</b>
Democrat	61%	21%	17%	186
Independent	23%	22%	55%	77
Republican	19%	19%	62%	191
Liberal	60%	21%	19%	92
Moderate	41%	24%	35%	173
Conservative	18%	18%	64%	167
Support Tea Party	12%	18%	70%	125
Neutral	36%	17%	47%	143
Oppose Tea Party	54%	25%	21%	164
McCain/Palin Voter	15%	20%	65%	178
Obama/Biden Voter	59%	22%	19%	200
Other	11%	17%	71%	15
Did Not Vote in 2008	36%	17%	46%	52
Union household	36%	29%	35%	56
Non union	37%	20%	43%	395
Read Union Leader	27%	21%	52%	117
Read Boston Globe	50%	18%	32%	61
Watch WMUR	40%	20%	40%	281
Listen to NHPR	46%	25%	29%	131
10 yrs. or less in NH	34%	17%	50%	77
11 to 20 years	44%	15%	41%	90
More than 20 years	37%	24%	39%	285
18 to 34	56%	17%	28%	79
35 to 49	41%	19%	40%	93
50 to 64	31%	20%	48%	150
65 and over	31%	25%	44%	131
Male	35%	21%	44%	235
Female	39%	20%	41%	230
High school or less	37%	19%	44%	106
Some college	33%	24%	43%	98
College graduate	38%	24%	38%	150
Post graduate	39%	15%	47%	99
Less than \$30K	45%	18%	37%	54
\$30K to \$60K	31%	24%	44%	72
\$60K to \$75K	43%	17%	40%	41
\$75K to \$100K	30%	29%	42%	45
\$100K or more	43%	17%	40%	101
Attend services 1 or more/week	33%	18%	48%	114
1 2 times a month	36%	16%	48%	43
Less often	38%	21%	41%	126
Never	40%	23%	37%	168
North Country	44%	25%	32%	32
Central / Lakes	34%	21%	45%	79
Connecticut Valley	45%	19%	36%	76
Mass Border	31%	24%	45%	129
Seacoast	26%	21%	53%	80
Manchester Area	52%	13%	34%	68
First Cong. Dist.	36%	19%	45%	230
Second Cong. Dist.	38%	22%	41%	226

**5 Year Economic Outlook – U.S.**

<b>STATEWIDE</b>	<b><u>Continuous Good Times</u> 31%</b>	<b><u>Mixed</u> 31%</b>	<b><u>Widespread Unemployment/ Depression</u> 38%</b>	<b><u>(N)</u> 453</b>
Democrat	46%	32%	23%	188
Independent	18%	30%	52%	73
Republican	21%	30%	49%	184
Liberal	47%	31%	22%	95
Moderate	36%	30%	35%	162
Conservative	18%	31%	51%	165
Support Tea Party	11%	31%	58%	119
Neutral	26%	36%	38%	141
Oppose Tea Party	47%	28%	25%	164
McCain/Palin Voter	16%	34%	50%	167
Obama/Biden Voter	43%	31%	27%	199
Other	22%	9%	70%	13
Did Not Vote in 2008	38%	26%	36%	53
Union household	30%	34%	36%	56
Non union	31%	30%	39%	384
Read Union Leader	22%	28%	50%	119
Read Boston Globe	45%	32%	23%	56
Watch WMUR	33%	30%	38%	272
Listen to NHPR	34%	38%	29%	132
10 yrs. or less in NH	30%	28%	42%	74
11 to 20 years	36%	34%	29%	84
More than 20 years	29%	31%	39%	284
18 to 34	39%	28%	33%	79
35 to 49	34%	30%	36%	87
50 to 64	27%	33%	40%	151
65 and over	29%	32%	39%	127
Male	31%	33%	37%	232
Female	31%	29%	40%	221
High school or less	26%	36%	38%	107
Some college	32%	34%	34%	95
College graduate	36%	25%	39%	146
Post graduate	28%	30%	41%	97
Less than \$30K	30%	27%	43%	52
\$30K to \$60K	33%	26%	41%	70
\$60K to \$75K	23%	30%	46%	39
\$75K to \$100K	30%	27%	42%	44
\$100K or more	42%	28%	29%	101
Attend services 1 or more/week	30%	31%	38%	109
1 2 times a month	29%	21%	50%	42
Less often	28%	32%	40%	121
Never	33%	32%	35%	170
North Country	52%	16%	32%	35
Central / Lakes	20%	36%	44%	82
Connecticut Valley	26%	36%	38%	70
Mass Border	31%	30%	39%	123
Seacoast	31%	35%	34%	82
Manchester Area	38%	23%	38%	62
First Cong. Dist.	30%	32%	38%	231
Second Cong. Dist.	32%	30%	39%	215

# Good Time to Buy Major Household Item

	<u>Good Time</u> 48%	<u>Pro-Con</u> 20%	<u>Bad Time</u> 32%	<u>(N)</u> 468
<b>STATEWIDE</b>				
Democrat	57%	20%	22%	188
Independent	46%	26%	28%	76
Republican	41%	17%	42%	196
Liberal	59%	19%	22%	98
Moderate	52%	20%	28%	168
Conservative	40%	20%	40%	171
Support Tea Party	37%	20%	43%	131
Neutral	42%	18%	39%	138
Oppose Tea Party	64%	20%	15%	169
McCain/Palin Voter	40%	17%	44%	182
Obama/Biden Voter	60%	21%	19%	203
Other	43%	34%	22%	11
Did Not Vote in 2008	36%	26%	38%	52
Union household	52%	20%	28%	57
Non union	48%	20%	32%	398
Read Union Leader	39%	24%	38%	127
Read Boston Globe	57%	22%	21%	58
Watch WMUR	53%	20%	27%	284
Listen to NHPR	46%	27%	27%	136
10 yrs. or less in NH	38%	22%	41%	76
11 to 20 years	49%	20%	31%	93
More than 20 years	51%	19%	30%	287
18 to 34	47%	14%	39%	75
35 to 49	49%	20%	31%	85
50 to 64	52%	12%	36%	167
65 and over	43%	31%	25%	132
Male	51%	20%	29%	235
Female	46%	20%	34%	233
High school or less	47%	18%	35%	115
Some college	44%	24%	32%	97
College graduate	50%	17%	33%	147
Post graduate	52%	21%	27%	102
Less than \$30K	47%	17%	37%	54
\$30K to \$60K	52%	24%	24%	71
\$60K to \$75K	50%	21%	28%	43
\$75K to \$100K	51%	11%	38%	47
\$100K or more	54%	18%	28%	105
Attend services 1 or more/week	45%	26%	28%	109
1 2 times a month	48%	18%	34%	45
Less often	48%	18%	35%	134
Never	51%	17%	32%	168
North Country	51%	16%	32%	37
Central / Lakes	67%	10%	24%	84
Connecticut Valley	50%	18%	32%	70
Mass Border	36%	24%	40%	128
Seacoast	48%	22%	30%	85
Manchester Area	45%	26%	29%	64
First Cong. Dist.	45%	23%	32%	241
Second Cong. Dist.	52%	17%	31%	220